WARNING LABELS

The proper role of warning labels is to inform consumers. The consumer has a right to accurate, unambiguous and properly attributed information and to react or not, as he or she chooses, on the basis of such knowledge.

Shareholders likewise have a right to insist that warnings not deface the package design, a valuable commercial asset. A 20% warning label is excessive and unreasonable.

Warning labels imply that the public is not already adequately informed about claims on smoking and health. Most people would agree, however, that there is a high level of awareness of these claims because of all the attention such claims receive in health education campaigns and the media.

It is unlikely that a warning label -- which has the purpose of informing consumers -- would substantially increase the already high awareness on this subject or reduce tobacco consumption.

Even in countries, such as the United States and England, where surveys show that nine out of ten persons say they believe the claims about smoking, people continue to smoke.

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Source: https://www.industrydocuments.ucsf.edu/docs/ffjj0000

- Research reportedly shows that whether one smokes or quits smoking is a very individual decision and has little relation to warnings against smoking.

- The fact that millions of people continue to smoke is merely an indication that they have exercised their freedom of informed choice on the matter, not that they are unaware or that stronger (or rotational) warnings are needed.

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